

Subject: Americans for the Arts' New Study: Arts & Economic Prosperity

Dear Colleagues:

On June 10, Americans for the Arts released the findings from Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences. This research project reveals that America's nonprofit arts industry generated \$134 billion in economic activity during 2000, including \$53.2 billion in spending by nonprofit arts organizations and \$80.8 billion in event-related spending by arts audiences.

The project findings are available for download on our website, along with many other materials that you can use to help make the case for increased public and private sector arts funding in your community. These materials include:

- \* The Arts & Economic Prosperity Calculator (NEW), a handy tool that allows organizations (and entire communities) that did not participate in our national study to estimate the economic impact of their expenditures
- \* A text version of the study summary report with findings, background, scope, and methodology
- \* A summary of the findings for the 91 Partner Communities
- \* The Arts & Economic Prosperity pamphlet with study highlights
- \* Detailed data tables and survey instruments
- \* A list of the 91 Partner Communities grouped by population category
- \* A press release announcing the study results
- \* Details from the Congressional Arts Briefing on June 12, 2002

We invite you to visit the economic impact section of our website at [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact) to view these materials and to learn more about this exciting project. And be sure to check back often for new materials! Coming soon are streaming video of our June 10 national release event in Nashville, plus our finished summary report and final report.